



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 586915 /		<u>Alt Order #</u> 9853198
<u>Product</u> HOUSE MAJORITY PAC		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u> 2275
<u>Advertiser</u> House Majority PAC		<u>Original Date / Revision</u> 10/29/12 / 10/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Dan Driscoll	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 79	<u>Product Code</u> 86
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Waterfront Strategies**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	13	10/31/12	11/06/12	M-F 8a-9a	8a-9a		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	MTWTF--				3	\$650.00			
N 2	13	11/04/12	11/04/12	FOX News Sunday	9a-10a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$500.00			
N 3	13	10/31/12	11/06/12	M-F 11a-12p	11a-12p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	MTWTF--				2	\$400.00			
N 4	13	10/31/12	11/05/12	M-F 3p-330p	3p-330p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	M-WTF--				1	\$500.00			
N 5	13	11/04/12	11/04/12	Su 3p-4p	3p-4p		:30			NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$195.00			
N 6	13	10/31/12	11/05/12	M-F 330p-4p	330p-4p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	M-WTF--				5	\$500.00			
N 7	13	11/04/12	11/04/12	Su 5p-530p	5p-530p		:30			NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$775.00			
N 8	13	10/31/12	10/31/12	FOX X Factor Wednesday	7-9p		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$4,500.00			
N 9	13	11/01/12	11/01/12	FOX X Factor Thursday	7-9p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$3,500.00			
N 10	13	10/31/12	11/05/12	M-F 9p-930p	9p-930p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	M-WTF--				2	\$3,000.00			
N 11	13	10/31/12	11/02/12	M-F 105a-2a	105a-2a		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				1	\$165.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
586915 /	9853198

Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	HOUSE MAJORITY PAC	2275

Advertiser	Original Date / Revision
House Majority PAC	10/29/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
											Totals	
		Start Date	End Date	Weekdays			Spots/Week			Rate		
											Totals	\$21,385.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	19	\$21,385.00	\$18,177.25
<b>Totals</b>	<b>19</b>	<b>\$21,385.00</b>	<b>\$18,177.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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Rep Order# 9853198 Ver# 1 Status New

Traffic Order#

Printed: 10/29/2012 8:57 AM  
Last Received: 10/29/2012 8:30 AM  
Showing Buylines: All Lines

1 of 2

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product HOUSE MAJORITY PAC  
Estimate# 2275  
Buyer Spencer Wood  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, #100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 79/86/2275  
Flight Dates 10/31/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER- PLEASE CHECK & CONFIRM ASAP

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F,M-TU	8A-9A	GOOD DY UTAH8A	:30	\$650.00	10/31-11/06	3	1	3	\$1,950.00	
	2	SU	9A-10A	FOX NWS SUNDAY	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	3	W-F,M-TU	11A-12P	FOX NEWS AT 11	:30	\$400.00	10/31-11/06	2	1	2	\$800.00	
	4	W-F,M	3P-330P	JUDGE JUDY	:30	\$500.00	10/31-11/05	1	1	1	\$500.00	
	5	SU	3P-4P	CLOSER	:30	\$195.00	11/04-11/04	1	1	1	\$195.00	
	6	W-F,M	330P-4P	JUDGE JUDY R	:30	\$500.00	10/31-11/05	5	1	5	\$2,500.00	
	7	SU	5P-530P	FOX13-LIVE@5WK	:30	\$775.00	11/04-11/04	1	1	1	\$775.00	
	8	W	7P-9P	X FACTOR	:30	\$4,500.00	10/31-10/31	1	1	1	\$4,500.00	
	9	TH	7P-8P	X FACTOR RSLTS	:30	\$3,500.00	11/01-11/01	1	1	1	\$3,500.00	
	10	W-F,M	9P-930P	FOX NEWS AT 9	:30	\$3,000.00	10/31-11/05	2	1	2	\$6,000.00	
	11	W-F	105A-2A	NEWS	:30	\$165.00	10/31-11/02	1	1	1	\$165.00	

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Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

---REPORT TOTALS---

Report Totals: 19 / \$21,385.00

---SALES MONTHLY TOTALS---

Nov 12: 19 / \$21,385.00

Sales Totals: 19 / \$21,385.00

Station Totals: 19 / \$21,385.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$106,925

CABL	0%	KDLJ	0%	KJZZ	0%	KSL	0%	KSTU	20%
KTVX	0%	KUCW	0%	KUTV	0%	UNKB	0%	UNKN	80%

Books null  
Demos RA35+